

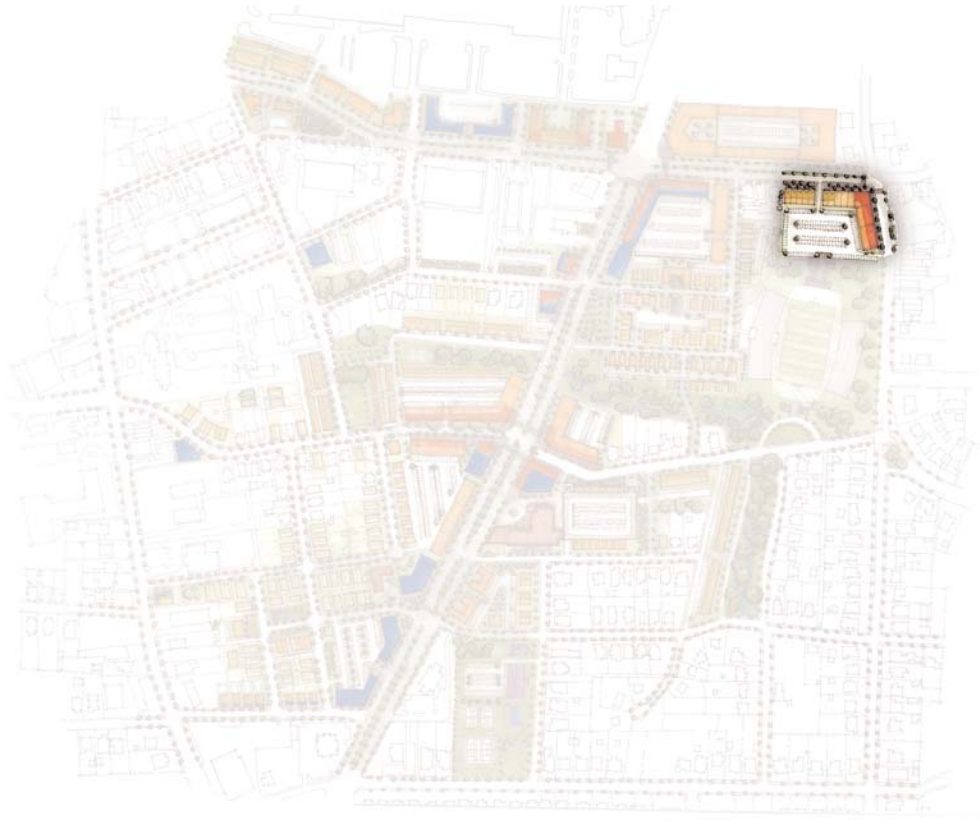
## 2.0 The Master Plan

### 2.4.3 Sirriner Neighborhood Center

The area around the 8 O’Clock Superette is characterized by a pedestrian scale due to the intimacy of the streetscape along Cleveland Street with a mature tree canopy, sidewalks, and a relatively narrow pavement width, as well as the fine-grained retail that thrives in the adjacent center.

What is lacking are buildings that are close enough to the sidewalk to engage the pedestrian on all four corners. Just beyond the wonderful tree canopy on the pedestrian side of the street are several parking lots. Specifically, the parking lot in front of the Sirriner Stadium is largely unused except during Friday evening high school football games. During this time, every parking opportunity is maximized including both public streets and private lots within walking distance.

In order to achieve the parking objectives for the uses at Sirriner Stadium, as well as to provide additional development opportunities to complete the urban design of this neighborhood center, the Master Plan proposes development along the existing edge of the lot. Using two or three story buildings in either a live-work or shop-work configuration, this area can provide not only significant





*Rendering of proposed development at Sirrine neighborhood center looking north on Cleveland Street  
includes neighborhood commercial on the 1st floor and residential units above*

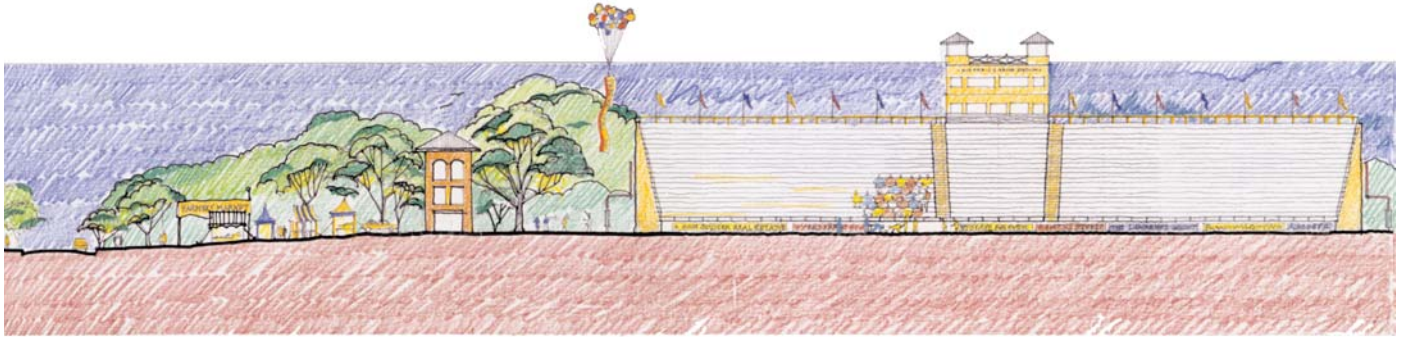
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*Existing conditions at Sirrine Stadium*

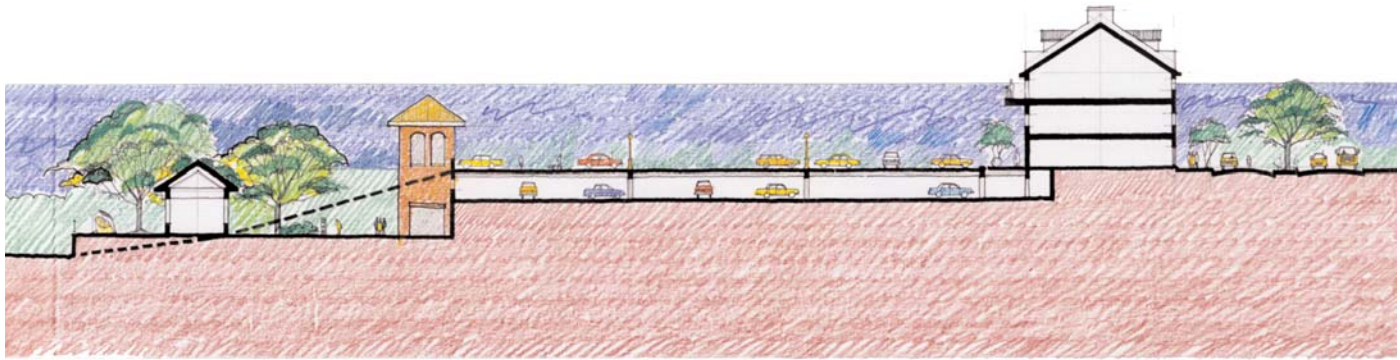


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income through the sale of the land, but also serve to screen the parking lot from the pedestrian realm. For ease of marketing, these buildings could be sold in a manner similar to townhomes, and pre-sales could help to establish their overall viability. Given the demographics of the surrounding neighborhoods, there may be an underserved market for small boutique retail/office opportunities as well as urban residential units.

Revenues from such a venture can be put towards the construction of a trayed parking structure to provide additional on-site parking for Serrine Stadium events. This deck could be constructed using the existing topographic conditions of the site, providing access to both levels of the deck without the use of expensive ramps. The deck construction is estimated at \$1.6 million.

The additional parking on-site, when combined with more easily accessible parking off-site, should help to relieve the neighborhood during football games and permit additional activities to occur at the Stadium without further impact.



*Cross section of development from University Ridge through Sirrine Stadium illustrates the transformation of a parking lot into a neighborhood center*

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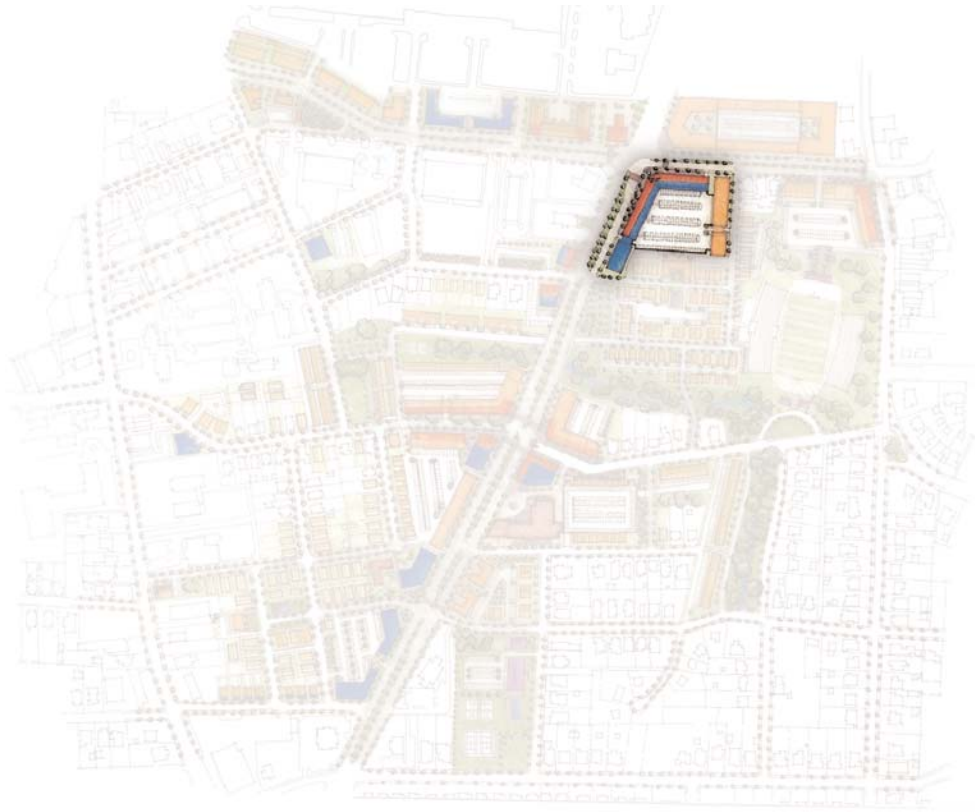


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### 2.4.4 600 Block Church Street

This site, located at the southeast corner of University Ridge and Church Street, is perhaps the most visible site in the entire neighborhood. Not only is it located at the major intersection, but its prominence on the ridge gives it an outstanding view of both the downtown skyline as well as the Reedy River greenway. This site also forms the gateway, both from a pedestrian and vehicular standpoint, to Serrine Stadium and the neighborhood center. In addition to the obvious potential for development, the land is held nearly all in single ownership, permitting a relatively easy redevelopment of the existing sites comprised of some small retail shops and mostly vacant housing. Of prime importance to the redevelopment of this block is its relationship to the surrounding blocks.

To take maximum advantage of this location, the Master Plan proposes a mid-rise block (4-5 stories in height) including up to 73,200 square feet of office and/or residential condominiums that are built generally to the street frontage. In addition, these mixed-use buildings could accommodate up to 24,000 square feet of ground-level retail. Parking would need to be provided in a 460 stall, 2-level, trayed parking structure to the rear of the





*Rendering of proposed development looking north at the intersection of University Ridge and Church Street*

building(s).

In order for ground-level office or retail to be successful, improvements to both Church Street and University Ridge will be necessary to reinforce the pedestrian environment. Sidewalks 12-16 feet in width should be provided. This dimension will serve as both a setback from the traffic at the intersection as well as suitable area for the planting of sizeable trees in wells.

Care must be taken to ensure that an appropriate transition is made in the area of the Church Street on East Wakefield Avenue as well as around the stadium. The Master Plan calls for generally residential buildings along both Carson Street and Springer Street.

## 2.0

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*Existing conditions at University Ridge and Church St*